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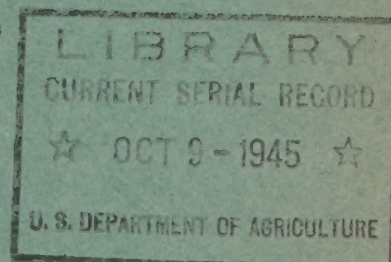
Nov. 3-11, 1945

NATIONAL 4-H Achievement Week



NOVEMBER 3-11, 1945

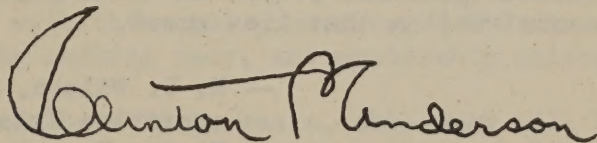
**EXTENSION SERVICE
U. S. DEPARTMENT OF
AGRICULTURE**



4-H Youth Looks Ahead

"A job well done is but a better job begun. On this occasion of National 4-H Achievement Week, 1945, the cumulative effort of 4-H Club members emerges as a significant contribution to victory on the food front. Unity and loyal devotion to a common wartime aim have brought achievements that can be the basis for even greater accomplishments in the future.

"As we emerge from this war, we stand on the threshold of an entirely new era in which the future of civilization depends on how well the youth of today learns to cultivate the virtues of cooperativeness, justice, tolerance, and wisdom. These virtues, so necessary to democracy, are one of the great values resulting from 4-H Club work for young people interested in developing their talents for maximum usefulness."



Clinton P. Anderson, Secretary
United States Department of Agriculture

United States Department of Agriculture

EXTENSION SERVICE

NATIONAL 4-H ACHIEVEMENT WEEK*

November 3 - 11, 1945

ACHIEVEMENT AND CHALLENGE

National 4-H Achievement Week takes place in a moment of national greatness. We are happy that the cause we believed just has won. We pause in everlasting memory to those who gave their all. We thank the million former 4-H members for their able representation of American rural youth in the Nation's armed forces. We are happy that 4-H Club work at home could make the record contributions it did.

As we begin the peace, let us do so in sober thought and judgment. Modern life cannot stand still. The future holds a challenge if we want the world to be free. What will happen now depends largely on us. Rural boys and girls can find no better means of insuring victory in peace than by starting in their home community. I hope that all 4-H Clubs will stress study and consideration of ways and means whereby our country can give a sensible, practical, and enlightened guidance and leadership to all people in the big job of world reconstruction that lies ahead.

-- M. L. Wilson, Director of Co-
operative Extension Work, United
States Department of Agriculture.

FOREWORD

This year, the 4-H Achievement Week marks the first national 4-H event since the end of the war and the beginning of the era of world peace. In this hour of victory every 4-H Club member should be proud of his own contribution during the war and should regard world peace as a heritage to be cherished in the years ahead. We cannot tell you how tremendously proud we are of the many services and helps the 1,700,000 club members enrolled since Pearl Harbor gave to the Nation at war. We

* Especially prepared for newly employed extension agents by Gertrude L. Warren.

think, therefore, that Achievement Week should be more meaningful than in any other year.

We here all hope that our extension agents will rejoice in the opportunity they have to make Achievement Week truly significant in every county in the United States. They can do much to bring full recognition to all our 4-H Club members and all our local volunteer leaders for the great part they have played during the war.

— H. W. Hochbaum, Chief
Division of Field Coordination
Extension Service.

GENERAL PURPOSES OF NATIONAL 4-H ACHIEVEMENT WEEK

A MOMENTOUS 4-H VICTORY WEEK

This year, National 4-H Achievement Week, November 3 to 11, is of special significance. It may well be termed National 4-H Victory Week. It marks the close of the 4-H war effort and affords an excellent opportunity to highlight the total wartime achievements of the 1,700,000 4-H Club members. In this connection, the thoughts expressed by such prominent Government officials as the Honorable Clinton P. Anderson, Secretary of Agriculture, can be used to excellent advantage. This week also marks the beginning of an era of peace which carries a challenge to every 4-H member to do his full part in helping to maintain a peaceful and prosperous world, as so well pointed out by Director M. L. Wilson.

National 4-H Achievement Week in 1945 should not only mark the culmination of the 4-H wartime program but should set the stage for the results to be attained in the years ahead, particularly in 1946. National 4-H Achievement Week is often viewed also as 4-H Reorganization Week. In many States, in accordance with the usual procedure, 4-H Clubs will be re-organized, goals set for the ensuing year, and membership drives started.

Nationally, as well as on a State basis, this week will be featured by the greetings to 4-H Club members by prominent Government officials and other friends of 4-H Club work. In every State a 4-H report by radio to the Nation will be made. The total wartime achievements of the 1,700,000 4-H members since Pearl Harbor will be stressed on a national basis.

Locally, the observance of this week as usual will attract new attention to the accomplishments of 4-H Club members already highlighted during the observance of 4-H Community Achievement Days. It will also provide an opportunity for 4-H Clubs to get set for 1946 in a more effective way than ever before. Above all else, this week should give every 4-H member first, an appreciation of what the combined efforts of all have meant in helping to win the war through serving well in the home, on the farm, and in the community; and second, this week should stimulate every 4-H member to inventory his own talents and responsibilities in

developing plans whereby he can exercise his own powers of citizenship to the full in making the kind of world for which all have fought, both at home and across the seas.

BRIEF SUMMARY OF MAIN PURPOSES

1. To provide 4-H members an opportunity to report to the Nation their total accomplishments in helping to win the war. The general public is entitled to this information. (See page 8.)
2. To acquaint parents in every community with what has been accomplished by their own boys and girls through 4-H Club work in helping to win the war.
3. To give recognition to individual and group achievements through 4-H Club work.
4. To develop 4-H Club plans, particularly for the ensuing year, based on results to date.
5. To emphasize the opportunities afforded rural young people in a 4-H Club, and encourage those not yet enrolled to join.

SUMMARY OF NATIONAL AND STATE PLANS FOR THE WEEK

National 4-H Achievement Week may be the means of calling attention not only to the total 4-H accomplishments in helping to win the war, but also to the local and county results, even though community or county 4-H achievement days have already been held. The major plans for this week include:

1. National and State broadcasts highlighting total 4-H accomplishments in helping to win the war, giving special recognition to those in the armed forces.

Note: Although some effort will be made on national broadcasts during the week, the main effort to arrange 4-H broadcasts will be reserved for the week of National 4-H Club Congress and National 4-H Week, March 2 to 10, 1946.

2. Messages to all 4-H members by high Government officials and other prominent friends of 4-H Club work.
3. National and State news and feature material on total accomplishments by 4-H members in helping to win the war in community, county, State, and Nation.
4. Use of achievement window displays and stickers furnished by the National Committee on Boys and Girls Club Work.

5. Magazine articles and feature articles in weekly and Sunday newspaper editions.
6. Commercial cooperation; window displays of 4-H war effort.

SUGGESTIONS FOR COUNTY OR LOCAL 4-H ACHIEVEMENT MEETINGS

Increased importance of achievement meetings this year.

"Our fighting men, factory workers, farmers and 4-H Club folks share in the great victory for the cause of freedom everywhere. To all comes the satisfaction of a job well done. But there is more to do! For many months, possibly years, the problem of enough food to feed the world will still be with us. Production for peace is just as important as production for war. The 4-H Clubs have an excellent record in their war work. May they serve equally well during the reconversion period. What 4-H Clubs have accomplished will soon be appraised by the general public at exhibits and fairs. Every club owes it to itself and community to be well represented. Members have a chance to compare the results of their efforts with those of others. Through exhibits a 4-H member learns how to improve his work the following year. These exhibits, though, do not mean the end of the project. It is important that you make a summary of your accomplishments for the year to be included in a summary of your county this year and for the history of your club in years to come. It takes only a few minutes to assemble and record these facts. It should not be neglected."

-- H. M. Jones,
State Club Leader,
Massachusetts.

1. Publicity regarding National 4-H Achievement Week in weekly papers, extra editions, editorials, or through broadcasts from local radio stations.
2. 4-H exhibits, especially of garden and canned products, including window displays in local store windows.
3. County or community 4-H achievement programs.
In town hall or some other community place.
4-H exhibits on display, also 4-H posters and pictures illustrating work done.
All parents and neighbors of 4-H members encouraged to attend.

Program features.

- 4-H music by 4-H orchestra, band, or chorus.
- Message to 4-H members from prominent Government officials and friends of 4-H Club work.
- Pledge of allegiance and 4-H Club pledge.
- Summary report of 4-H victory achievements by president of 4-H Club council or some other appropriate person.

Special recognition of those 4-H members "who gave their all" in the war effort.

Awards to members who have achieved.

Salute or awards to local volunteer leaders.

Some special recognition given parents for their support of the program.

The challenge ahead. Plans for the future.

4-H citizenship ceremonial.

4-H demonstrations relating to national 4-H victory program.

4-H victory playette.

Address by a prominent citizen.

Star-Spangled Banner.

4. Special report of total 4-H wartime activities by 4-H members:

- (1) Amount of food produced, number of 4-H victory gardens, and estimate of other food produced.
- (2) Amount of food conserved through canning, drying, and storing.
- (3) Number taking first aid and home nursing.
- (4) Number helping with the farm-labor shortage.
- (5) Number cooperating in fire prevention, farm and home safety activities, Red Cross programs, and war relief projects.
- (6) Number of club members participating in discussions on the democratic way of life, the Good Neighbor policy, and ways of maintaining peace.
- (7) Amount of war bonds bought by 4-H members.
- (8) Amount of war bonds and stamps sold by 4-H members.
- (9) Number of pounds of paper, fat, and scrap metal collected.

Emphasis on conservation and care of clothing if a 4-H dress revue is held.

Number of public demonstrations by 4-H members.

Cooperation with local organizations, such as the Farm Bureau, Grange, Farmers' Union, Chamber of Commerce, and service clubs.

In some States, plans for a special achievement day include an achievement program in the morning, a noonday lunch, and recreation programs in the afternoon. In other States, achievement programs are held in the evening, a 4-H banquet often being the main feature.

5. Other features.

4-H posters or stickers on window or on gate of every 4-H member.

4-H posters in town hall, post office, local bank, or other public place.

Local 4-H parades.

Participation in adult programs, and a report of what has been accomplished and what is planned for 1946.

Announcement of 4-H plans for ensuing year.

Announcement of names of new members enrolled.

SOME SUGGESTIONS FOR 4-H PUBLICITY

Editors and other newspapermen are always looking for good news items. This year, National 4-H Achievement Week provides such people a splendid opportunity to highlight the total wartime 4-H achievements since Pearl Harbor and give appropriate recognition to the many deserving 4-H members, local volunteer leaders, and others who have supported the work in spite of many hardships and sacrifices.

1. Provide editors of local papers with photographs and information on national and local 4-H results. Stories of outstanding achievements of local 4-H members are especially effective.
2. Consult managers of local stores about window displays. Some have special plans already under way. Furnish products canned or grown by 4-H members. Garments made or remodeled by 4-H members may also prove effective.
3. Send circular letters to all local leaders acquainting them with plans for National 4-H Achievement Week and what they are expected to do. Circular letters concerning National Achievement Week may also be sent to 4-H members.
4. Make contact with local broadcasting stations regarding special 4-H programs during National Achievement Week, highlighting the outstanding achievements of local 4-H members, as well as the extent of 4-H Club work today. A large expansion of 4-H Club work is under way throughout the countries south of us and may soon be under way in the war-torn countries of Europe now that the world is at peace once more.
5. Plan with local 4-H leaders various ways of reaching more young people with the 4-H program. Make special announcement of those enrolled during week.
6. Announce 4-H plans for ensuing year as formulated by the 4-H Clubs of the county.
7. Put 4-H posters and 4-H window cards in public places throughout the county.
8. Obtain the cooperation of the clergy of local churches. Supply them with information regarding National 4-H Achievement Week and 4-H plans for the ensuing year.
9. For other suggestions, refer to the 1942 and 1943 manuals on National 4-H Achievement Week.
10. For use in local publicity, the illustrations at the end of this circular may prove effective.

TOTAL NATIONAL 4-H WARTIME ACHIEVEMENTS

4-H MEMBERS WORKED FOR VICTORY AND HELPED TO BUILD FOR PEACE,
IN ACHIEVING THEIR SEVEN NATIONAL WAR GOALS¹

1. They produced and conserved for the food arsenal.

Victory garden products	acres...	1,000,000
Poultry products	birds...	43,000,000
Livestock	head...	2,700,000
Food crops	acres...	1,300,000
Products canned	quarts...	74,000,000
Food prepared	meals...	50,000,000

2. They fought with scrap and war bonds.

Scrap collected	pounds--over	400,000,000
War bonds or stamps purchased or sold to others.....	over	\$200,000,000

3. They guarded their own and their community's health by--

- Having periodic health examinations.
- Checking and improving their food and health habits.
- Preparing meals in keeping with nutritional needs of the family.
- Training in first aid and home nursing.
- Removing farm and home accident hazards.
- Improving home and community health conditions.

4. They served for those gone to war and helped city boys and girls to break into farm work by--

- Carrying on, and demonstrating better methods.
- Increasing farm fuel supplies.
- Participating in fire-prevention activities.
- Caring for and repairing farm machinery.
- Repairing and remaking clothing.
- Canning, drying, and storing needed food supplies.

5. They helped to interpret the Nation's war and peace-building programs to the community.

6. They learned to have a deeper appreciation of the democratic way of life by practicing democracy at home and in their club and community.

7. They discussed at club meetings some of the important social and economic forces now at work and the steps to take in developing the good-neighbor spirit at home and abroad and in helping to build an enduring peace.

¹Totals are based on estimates from State club leaders' reports, from the time of Pearl Harbor to 1945, inclusive.

A PHILOSOPHY OF WORK*

Club work is based upon work. Therein lies its greatest value; the feature that sets it out among the youth organizations of the world. Without a worth-while piece of work to do, without the application of thought and energy in the performance of that work, no boy or girl is a true member even though his or her name may be on the roll of membership.

Some youth may be attracted into membership by the chances for play, the social contacts and the camps. All of these are the rights of youth. But behind them all is the obligation of the project.

We see recitations of the amount of produce that club members contribute to their homes and to society, the cans of fruits and vegetables put on the shelves for home consumption, the dresses remodeled, the grains grown, the animals raised. Leaders who stimulate youth to do these things should find many satisfactions.

But the greatest glory of this effort is the development in youth of attitudes and habits of work. Since work is one of the "musts" of life, fortunate is the youth who early in life comes to look upon work as a blessing. Patience, persistence and power are acquired by work. It is work well done that generates confidence in youth to look the world in the face. It is work done in our best manner that gives joy to the hours of ease and relaxation. All that is great in man comes through work. It is a sad day when a young man allows himself to think that there is an easier way to get through life than by honest work.

The recipe for a good club is found in devotion to work. The average period of club membership is 2.3 years throughout the country. Club members who have caught the spirit of work continue their membership through the "teen" age. The attitude of worthwhileness ingenerated by work is a strong bond of attachment. Clubs live and grow strong when constantly challenged to worthwhile endeavor. The happiest accomplishment in club membership is the ability to say "my best doing is my best enjoyment."

-- W. McNeel,
State Club Leader,
Wisconsin.

* Excerpt from Wisconsin 4-H Leader for July, 1945.

HOW TO BE A CHAMPION*

(A little philosophy for the Club member during
National 4-H Achievement Week)

You wonder how they do it
And you look to see the knack;
You watch the foot in action
Or the shoulder or the back;
But when you spot the answer
Where the higher glammers lurk,
You'll find with concentration
Mixed with much determination
That the most of it is practice
And the rest of it is work.

They all have certain canny ways
Who reach the topmost round;
And most of them have certain styles
At getting over ground;
But when you spot the reason,
Though the fellow is a Turk,
You will find in moving higher
Up the laurel covered spire
That the bulk of it is practice
And the rest of it is work.

* Excerpt from the Wisconsin 4-H Leader for August, 1945

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